

Demo Script

Usage: The following demo scripts are designed for use in Apple Retail, Sales Channel, or in larger one-to-many Apple presentations. Do not share the contents of this script or content with customers.

List of items needed for this demo:

- iLife '06
- iLife '06 Sales Readiness DVD
- Jam Pack:World Music
- Macintosh with G5 or greater processor.

Information for Presenter:

Audience notes: eg. Creative consumers, aspiring-professional musicians, web content creation enthusiasts, bloggers, podcasters, educators.

Purpose:

- Feature the amazing new features of Jam Pack:World Music

Set-up/install items

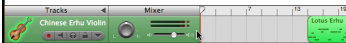
- Insure you have added the appropriate demo content from the iLife '06 Sales Readiness DVD to your demo machine
- Install Jam Pack World Music. (ensure to install Demo Songs)
- Locate the Loops in the demo and place a few as 'favorites' to save time.
- Install Demo Songs into iTunes


Presentation Hints: Keep it light and breezy. Be excited and amazed by each feature, even if it seems commonplace. Remember, for many customers (especially potential switchers), the things we take for granted on a Mac are often revolutionary to them.

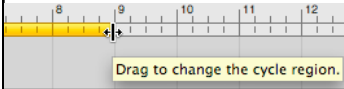


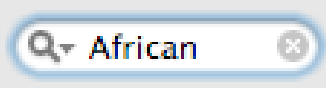


Structure:


The entire Demo should not take longer than 15 minutes For the shorter 5 - 10 minute demos skip playing the demo songs and proceed to Create World Music compositions with Apple Loops. It's also not entirely necessary to play each song through to the end. The demo songs were selected for this demo are the best examples of how well the new software instruments can sound, but feel free to play others if you have favorites, or are demoing in that specific regions. Also you can follow up the close of the presentation with playing the demo song inside of iTunes to site more examples.

Introduction to Jam Pack:World Music

Time	Step by Step	Visual Guides	Dialog
	<ul style="list-style-type: none"> If starting the demo from here use the opening dialog...if not start from the section below. 		<p>Hello everyone, my name is _____, and I'm so excited to be here today to talk to you about Jam Pack World Music. As I am sure you already know, Jam Packs are the best way to add more 'band' to GarageBand or Logic with additional Apple Loops and instruments. So what is Jam Pack World Music all about?</p> <p>Jam Pack: World Music gives you a collection of over 3,000 Apple Loops from nearly every corner of the globe, all performed by top world musicians and meticulously recorded to capture the nuances and spirit of each instrument. Let's take a listen.</p>
Preview World Music Software Instruments			
	<ul style="list-style-type: none"> Click the GarageBand icon in the dock From the GarageBand New Project dialog select 'Open Existing Project' Select 'Lotus' from the list of demo song compositions. GarageBand will load the song. Press 'Play' or use the space bar to begin. 		<p>Jam Pack World Music includes 42 brand new software instrument that are stunningly realistic and incredibly simple to play. Here is an example of how great they can sound. The follow piece was created with the software instruments in World Music and played from a musical keyboard (like the one I have here) Listen for how amazingly real they sound. You would possibly never know this was played from a keyboard with GarageBand. This demo song showcases the Asian string, wind and percussion instruments.</p>
	<ul style="list-style-type: none"> If you have a music keyboard connected then you can play any of the software instruments used to create these songs, by simple selecting the track. Also you can solo various tracks to showcase the sound quality 		<p>I can even play a few of them now to show you as well. Isn't that amazing. Even the percussion was recorded with incredible detail and precision. Listen.</p>

Time	Step by Step	Visual Guides	Dialog
	<ul style="list-style-type: none"> • After playing. Close song and choose 'Open Existing Project' from the GarageBand New Project dialog to play and an additional song. • Select 'Sanskrit' from the list of nine demo song compositions. GarageBand will load the song. 		Here is another example of a song completed with Middle Eastern and Indian strings, wind and percussion. Again only composed with these World Music software instruments.
	<ul style="list-style-type: none"> • After playing. Close song and choose 'Open Existing Project' from the GarageBand New Project dialog to play additional songs. 		
Create World Music compositions with Apple Loops			
	<ul style="list-style-type: none"> • Click the GarageBand icon in the dock. • From the GarageBand New Project dialog select 'New Music Project' • Type "World Music Demo" in the dialog. 		So let's build a African styled song from just a sampling of the new Apple Loops provided in Jam Pack World Music.
	<ul style="list-style-type: none"> • Set the tempo, time signature, and key for the piece you're about to create. 		I am going to first set the tempo and key for my song.
	<ul style="list-style-type: none"> • For this piece, change tempo to 100 and the key to 'D' Major. 		
	<ul style="list-style-type: none"> • Turn on 'Cycle Region' on the transport bar. 		I also am going to cycle a section that I want to work on.

Time	Step by Step	Visual Guides	Dialog
	<ul style="list-style-type: none"> This will indicate that you're cycling a section of your song. The 'Bars and Beats' ruler region marked in yellow currently selects it to cycle from Bar 1 to Bar 5 as indicated. Extend cycle region by dragging the end of the yellow marker. Drag to Bar 9 		
	<ul style="list-style-type: none"> Select 'Loop Browser' button. 		For this piece we are going to locate African percussion and melodic instruments.
	<ul style="list-style-type: none"> Click on the 'World' button in the Loop Browser. 		You can see that the loop browser makes it simple and fast to find the loops I am looking for.
	<ul style="list-style-type: none"> In the search field type African. This will now only display Apple Loops that have that name in the title. OPTION - you can store most of these loops as favorites but leave at least 1 so you can search and find it 		<p>I am going use the search tool to find just the loops I want to find. You can see that loops are named so that they group into region/style to make it easy to locate and combine the most complimentary loops arrangements. You can hear by listening to a few how detailed and realistic they are. That's because these were recorded in the finest studios and by top musicians from the very regions.</p> <p>Here I can scroll through all the African loops (preview a couple) but I am going to find the ones I like and start adding them one by one to my song.</p>
	<ul style="list-style-type: none"> Locate. African Dance Ghost Kit 01, African Dance Marimba, African Mist Kpanlogo 01, African Rain Caxixi, African Udu Drum 01, Place each loop to the area right below the empty area of the previous track to start assembling your song. GarageBand will create a new track for each loop 		
	<ul style="list-style-type: none"> Drag out the end of each loop to Bar 9. 		
	<ul style="list-style-type: none"> Locate African King Atenteben 07, and drag to the beginning of Bar 5 and extend the loop to Bar 9. 		

Time	Step by Step	Visual Guides	Dialog
	<ul style="list-style-type: none"> Locate African Mist Voice 14, and place at the beginning of Bar 1. Your finished project should look like this. 		I can even add some voices as well.
	<ul style="list-style-type: none"> Click the Rewind button. 		
	<ul style="list-style-type: none"> Click Play and enjoy your composition. Locate the Electronic Drum Beat 03 from the GarageBand factory set and add it to a new track. The is a World Music Demo (completed) version you can also use as a guide, or for a quick version 		World Music loops can sound great with built-in loops from GarageBand and other Jam Packs. I am going to transform our African song demo into tribal electro beat by locating the Electronic Drum Beat 03 and adding it to a new track.